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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE: NO. 10 SPRUCE STREET, NEW YORK.

VOL. VI.

NEW YORK, APRIL 27, 1892.

No. 17.

Mayland Farmer Office

Baltimore, Md. 4/14/92

Messrs Geo. P. Rowell & Co.

Enclosed find proof of  
an Editorial on "Printers Ink & P.O.D."  
which appears in the Mayland Farmer  
for April. Walworth Stans

## "PRINTERS' INK" AND P. O. D.

We have been highly instructed by the controversy going on between PRINTERS' INK and the Post-Office Department. To the intelligent public no publication with which we are acquainted has given a greater amount of real practical information on the subject of advertising than PRINTERS' INK.

We are not in harmony with the Rowell method of treating newspapers in some particulars; but that does not hinder us from stating our belief, that not one paper in a thousand which passes as second-class matter adds to the general fund of information among the best class of readers as much of real value as does PRINTERS' INK.

It reaches a particular class as do the most of publications—our own, the Agricultural Class—but that is no reason for objecting to it, even if a farmer who raises and sells produce is at the head of it; or a nurseryman who sells seeds and may issue 200,000 copies monthly to those who buy from him.

The object of the law is the cheap diffusion of intelligence, and by that the general elevation of the people in all branches of knowledge. If Wanamaker can issue his monthly (second class) in connection with his book department, and we see no objection to it, why should PRINTERS' INK be denied the privilege because Rowell is skilled in the subject of which he treats and gets his living by means of his talent in that direction?

Now, if Messrs. Rowell & Co. knew nothing about PRINTERS' INK themes except from hear-say or reading—had no practical experience or interest there—it would be all right as second-class matter; but of what value would the publication be to the world?

A case in point: The Butterick Pub. Co. issue for March 400,000 copies of the *Delineator*. Now let us suppose that this company had no patterns to display in it, were not practical experts on the fashions, could not supply the multitudes of styles to its readers, of what earthly use would the *Delineator* serve? and who would care to subscribe to it? What would become of its present 400,000 subscribers?

Would it not be, then, a scandalous proceeding to throw the *Delineator* out of the office when offered as second-class matter?

Take any periodical which is a success, and examine as to the cause of its success. It will be found to be because its projector has made the subject with which he deals a life study and understands every phase of it. He, his mind and his life interests, are bound up in it; his living depends upon it, also. Others realize its value and patronize it. The injustice of denying it the ordinary privileges accorded to numberless weaklings in the same line is plain to the most superficial mind.

As to the methods of payment for the circulation there is even less objection. The great body of newspapers notoriously depend upon their advertisements for their support. Not one out of ten thousand could pay its expenses except for advertising. If PRINTERS' INK believes advertising worth anything, there can be no possible objection to its taking advertising as pay for its subscription. And if newspapers choose to give advertising for copies of PRINTERS' INK, who has any right to say "No?" Advertising is a valuable thing to each newspaper, and it will not give away something for nothing.

We are decidedly of the opinion that PRINTERS' INK should have "second-class" rates in the Post-Office Department.

**"Spare** the advertisement and **SPOIL**  
the business."

This is the course adopted during warm weather by thousands of men who would not enjoy being informed that they were anything but clear-headed managers.

It is, however, a fact that those nervy men who use advertising space in abundance during the summer months secure business which would not otherwise be theirs.

**To Sleep** away the months of June, July, August and September, seems suicidal nonsense. It may be the old-fashioned method, but business certainly should not be done now on any such antiquated basis. Live men are learning pretty fast that those who advertise obtain the trade, and those who desire to secure trade all the year must advertise in the summer as well as during the balance of the year.

**WE** have a special proposition for advertisements occupying one or more inches of space, to run during the next six months, which we think will be quite attractive to advertisers, both as regards price and terms of payment. **1400 LOCAL PAPERS.**

One electrotype, one order, accomplishes it.

**ATLANTIC COAST LISTS,**

**134 LEONARD ST., NEW YORK.**

# PRINTERS' INK.

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## HOCUS-POCUS ADVERTISING.

*By William O. Stoddard.*

It is a pity that belief in any kind of "art magic" should linger in the minds of men at this late day, but it seems to, here and there.

Some of its operations are manifested in the complaints made concerning certain failures to obtain desired results from newspaper advertising. Money was spent and goods did not sell, and advertising does not pay. It should be very clearly set forth and understood that there is no magical method for detaching a man's business from the natural laws of supply and demand. The newspaper is only a most useful means of putting a stock of goods, for instance, in direct connection with those laws.

To advertise is simply to make known, and beyond that no advertising, of any kind, can go. The law of advertising is absolutely universal in trade. Nothing whatever escapes it, but an important feature of its newspaper form is the fact that in this way a demand may be created where it did not before exist. Men may be made to have and feel a want they were not aware of, while being told of an article asserted to supply that precise want.

With reference to established needs, of all kinds, the law of supply and demand operates altogether through one form or another of advertising; that is, of making known between producer and consumer. It is very plain that to make known an article to a man who does not want it is to prevent him from buying it.

Beyond this is the fact that a vast volume of diligent advertising, as of soap, for instance, is only a sort of fight for the part possession of a trade-field. It is a collision of forces, like a battle in any other war, and the defeated party need not lay the blame of his defeat upon the gunpowder fired away.

While newspaper advertising is the most readily available, there is yet another far more effective, which cannot

be had or hired, but which should be studied by any man proposing to advertise. A good illustration of it may be obtained by visiting the bindery or press-room of one of our great book factories. Here are piled cords and cords of the books for which there is the largest sale. They are really manufactured by the cord. Stacks of them! Stacks of them! What are they?

We all know, by reference to the papers and magazines, what books are most liberally advertised in them. They sell by thousands, too, some of them; but those which are not mentioned in the advertising columns are all the while beating them a hundred to one. Why? Because the Bible, the Pilgrim's Progress, next in volume of sale, Robinson Crusoe, and some others, have been better advertised, made known to all the buying public, than any new book can be. Yonder is a small mountain of books by Ouida, towering above a mere hillock of Howells'. Not only is she in many ways more thoroughly made known, but every advertisement of the better, higher grade article, informs a host of readers that it is just what they do not want. Not meaning unkindly by Ouida, it may be said that the party who was thirsty for lager did not buy cream. He was aware which was which, and the advertising that made him so worked in strict accordance with known laws.

A study of these and other object lessons might lead to better wisdom in the expenditure of advertising funds. If, looking at them, a proposed advertiser will but mentally put himself in the place and mind of his proposed buyer, he may better understand how the "want," new or old, may be induced to come after its offered supply. If, with the means at his disposal, a new demand cannot be created, he may save money by perceiving that fact. He need not forget, however, that it is considered legitimate for a publisher to address the reading public with:

"This, gentlemen, is the original Robinson Crusoe in an entirely new

form. New author. New characters, including Crusoe and his man Friday. New scenes, with more island and more cannibals and more shipwreck. The manufacturers have spared neither brains nor money in producing a first-class article to meet the steady demand for Crusoe. The public are notified that the only genuine bears our trademark of a man's footprint in the sands of time."

### MAGAZINE ADVERTISING, OLD AND NEW.

*By J. Armoy Knox.*

I have, before me, some old magazines that were published in New York about forty years ago. They differ from the magazines of to-day more widely, in the matter of the advertisements they contain, than they do in their literary features. There is not such a wide difference between the subjects discussed and the stories published then and now as there is between the style and quantity of the advertisements published.

In the magazine of 1850 there are only three or four pages of advertisements. In some of the magazines of 1802 there are over a hundred pages of each issue filled with advertisements.

The improvement in the art of engraving in forty years is not more marked than is the improvement in the art of advertising, as shown by a comparison of the advertisements in the magazines of the past and of the present.

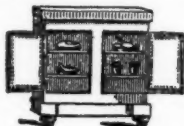
Let us take one of these old New York magazines. I find that it contains twenty-one advertisements and that they average two and a half inches, single column, each. They are classed as follows: Daguerreotypes, 3; Dentistry, 2; Pianos, 1; Benefit Associations, 1; Dry Goods, 5; Toilet Articles, 2; Stoves, 1; Safes and Locks, 2; Riding Schools, 1; Monuments, 1, and Miscellaneous 2.

These advertisements are almost all local, and there is no display type larger than a three-line letter used in any of them. Three of the advertisements are illustrated.



This is a fac-simile of the piano that W. Hall & Son, of 239 Broadway, advertises as being "justly celebrated," and also as "universally acknowledged

to be the best of its kind made in this country. W. Hall and his son also sold Church Seraphines (\$100 a seraphine), "with a round tone nearly resembling the flute stop." The advertisement was marked "93—1 y.," and very likely neither W. Hall nor his son ever thought of changing the words or style of their advertisement from year's end to year's end.



This is the cut with which John M. Smith, of 468 Broadway, illustrates his announcement of "Refrigerators, Hip and Bath Tubs, Sponge and Slipper Tubs, Hair-Gloves and Belts." The engraving is evidently intended to represent a refrigerator; but whether it is in the act of frigerating a turkey and two ten-cent pies, or an assortment of hair-gloves and belts, it is impossible to determine.



Here is the third and most pretentious illustration of the lot. If you think that the lady of the period, represented here, is rehearsing a song before the mirror in her boudoir, while her son, aged nine, is seated on a foot-stool, beside the bureau, gnawing a piece of cheese, you are much mistaken. According to the advertisement, both mother and son are using G. P. Thurston's Ivory Pearl Tooth Powder (Beware Of Imitations), which is "guaranteed to give entire satisfaction or the money will be returned."

The Daguerreotype man of 1850 took ten agate lines to tell of "the depth and softness of tone, and natural, life-like expression" of his portraits, and to beg the people, "one and all," to come and feast their eyes

on the portraits of "more than a hundred clergymen to be seen at the gallery, 3rd door below Fulton Street."

The Kodak man of '92 takes a whole page, in barn-door type, to tell us that we have only to press the button to produce a picture that would make the oldest of old masters seem but the daub of a prehistoric amateur.

How the \$3-shoe atrocity, and the unfortunate who "scratched for 20 years," would have overshadowed these modest little advertisements if the former had existed forty years ago, and what a sensation they would have made among the staid old advertisers! I doubt if the publisher would have given them space in his advertising columns at any price. But, while he probably wouldn't disfigure his advertising pages with gigantic alphabetical monstrosities and pictorial eccentricities, he was not so particular about the editorial pages. The publisher of this old magazine was not above giving his advertisers editorial puffs. Mr. A. Swezey has an inch advertisement on the last page. In leaded brevier, in the editorial columns, he gets the first paragraph as follows: "The works of Mr. Swezey at Astor Place present a display of really beautiful and chaste sepulchral monuments seldom seen outside the cemetery walls. While there we were shown a bust of Andrew Jackson, cut under the direction of Mr. Swezey, which deserves a place among works of art. We congratulate our own age and country on the great advances made in this department of the fine arts."

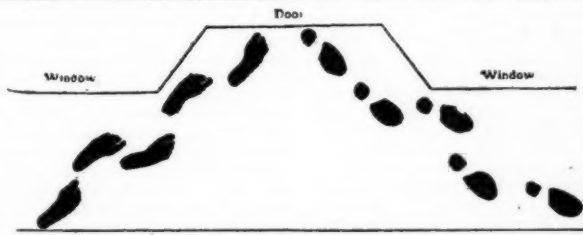
Another editorial note said: "The cars of the New York and Harlem Railroad now leave the City Hall Station, New York, daily (Sunday ex-

cepted), at 9 A. M., returning leave Albany at 11 o'clock A. M." There has been progress in railroading as well as in advertising since the time when only one train passed between New York and Albany daily.

There is certainly not much to interest one in the advertising pages of the old magazine, but the advertising in the modern magazine is as interesting and instructive to the average reader as is any other feature to be found within the covers of the volume.

#### RECEIPT FOR A GOOD TOWN.

Grit.  
Vim.  
Push.  
Snap.  
Energy.  
Schools.  
Morality.  
Harmony.  
Cordiality.  
Advertising.  
Talk about it.  
Write about it.  
Cheap property.  
Speak well for it.  
Help to improve it.  
Advertise in its papers.  
Good country tributary.  
Patronize its merchants.  
Elect good men to office.  
Help all public enterprises.  
Honest competition in prices.  
Make the atmosphere healthy.  
Faith exhibited by good works.  
Fire all loafers, croakers and dead beats.  
Let your object be the welfare, growth and promotion of your town and its people. Speak well of the public spirited men, and also be one yourself.—  
*Mansfield Item.*



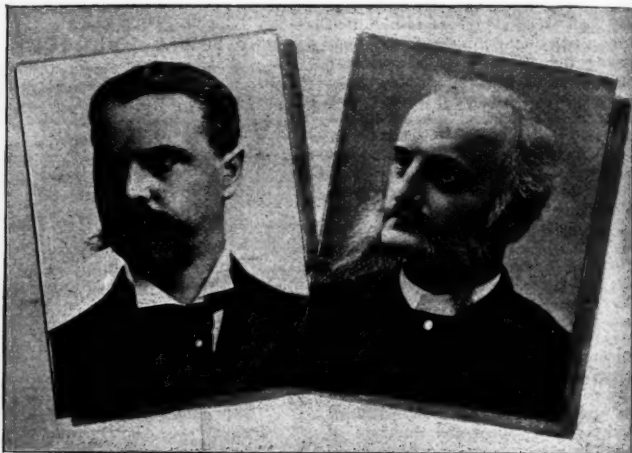
One of Mr. Geo. E. B. Putnam's ideas in shoe advertising. The cut represents the front of a shoe-store, the sidewalk being painted as indicated.

## LORD &amp; THOMAS.

THE OLD ADVERTISING FIRM HAS  
BECOME INCORPORATED.

The well-known and long-established advertising house of Lord & Thomas, of Chicago, has become incorporated. The primary object of this move is to give to employees who have long been connected with the house an opportunity to become interested.

No advertising firm in the United States enjoys a larger measure of confidence, and none in the West does a larger business, if, indeed, there are any that can equal it. The gentlemen composing the company are men in whom confidence is never misplaced. The thousands of newspapers and business men of the country will wish the concern under its new auspices continued prosperity.—*Memphis Commercial*.



AMBROSE L. THOMAS.

DANIEL M. LORD.

## THE BEE IN THE MAILS.

*From the Washington Star.*

Foreign bees without pedigrees may be admitted to the United States free of duty. The Secretary of the Treasury has so decided. Until the last tariff bill was passed bees from abroad came in gratis as "animals imported for breeding purposes." The McKinley law declared that this ruling should only apply to animals "regularly entered in recognized herd books." Accordingly, bees were assessed 20 per cent ad valorem, because they had no pedigrees. The beekeepers protested and carried their point.

Some time ago the Post-Office Department declared that bees were "unmailable," on the ground that they would be likely to sting people if they got loose. The beekeepers secured the recall of this regulation by proving that

the packages employed could not be broken. Most of them use for purposes of transportation an ingenious wooden box with a sliding cover, invented by Dr. Benton, an expert attached to the Department of Agriculture. It is four inches long and is divided into three communicating compartments. The compartment at one end is filled with soft candy for the insects to feed upon, the one at the other end has holes for ventilation, while the middle compartment is a dark chamber for the occupants to crawl into when it is cold. In such a receptacle bees can be sent around the world and will reach their destination in good health and ready to fly to the nearest flowers for honey. Each box will hold a queen and from twelve to twenty workers. Before mailing it is secured with rubber bands or put in a strong envelope.

## IN TRUTH'S GARB.

By A. L. Kinhead.

Verisimilitude is a big word.

Webster's Dictionary says it means "the appearance of truth."

No advertisement is effective unless it has verisimilitude.

The man who has something to sell is optimistic about it, and is inclined to exaggeration when stating its merits.

The man who is asked to buy it is pessimistic and prone to doubt all allegations about its worth.

The careful writer of advertisements will always bear in mind this distinction between seller and buyer, and will endeavor to preserve an appearance of truth. A tactful advertisement is one that does not challenge the disbelief of the reader, but wins his confidence by its simplicity. *It looks truthful.*

Advertising canvassers will do well to remember that they are sellers of space and naturally optimistic about its value, and that they address themselves to advertisers who are pessimistic and filled with doubt about the worth of the space to them. The canvasser who is not supported by figures should give "the appearance of truth" to his declarations as to circulation, etc. He will be more likely to obtain an order by putting his figures under a fair estimate of a circulation than he will by overstating it. The general advertiser is well posted on the average circulation of different classes of publications, and scoffs at the rose-colored statements of too enthusiastic solicitors. Next to truth, verisimilitude is most powerful.

## SEED ADVERTISING.

By Joel Benton.

Mr. Carter, who writes to PRINTERS' INK from St. John, N. B., on "When to Advertise," seems to think that it is taking time too early by the forelock to advertise garden seeds in January in the British Provinces. But there are two or three considerations about the garden seed business that must be taken into account. The seeds are entirely packed for sale in the previous fall; the business embraces orders from every conceivable place and zone, and, if the distribution of the goods is not begun very early, the delay will meet both hurry and confusion in supplying orders, and loss of trade besides. The Shaker and New England seeds-

men get their boxes in the country stores as early as December; though they are not brought out by the merchants from behind the counter, perhaps, until February.

In addition to all this, the business is both a retail and a wholesale one. Probably no other dealer in the world mails so many very small packages as does the seedsman, embracing multitudes of five and ten-cent orders only. The tendency of his patrons, if let alone, is to postpone their orders until nearly the time when the gardener is ready to put his spade in the ground. But when this time comes, they expect the seedsmen to answer their letters almost by return mail. While the patrons, therefore, conspire to concentrate all their orders into a narrow space of time—in March or early in April—the seedsman would like to decongest his mail of this period, and push its arrival back into the winter. So he advertises early, and does what he can to hasten the laggards.

The late Peter Henderson once told me that at a certain time in the spring—and this was many years ago, so that there may have been some increase since—he was accustomed to receive two or three thousand orders per day. To properly respond to all these calls, make no mistake in goods that looked so much alike, and keep the book entries accurately, made the store a beehive of activity. He tried hard to induce midwinter orders, a kind all seedsmen would like to receive; but human nature is naturally dilatory, in spite of the fact that, in this business, garden seeds ordered and sent in November are just as good and fresh as if ordered in the following April.

The number engaged in the seed business is now immense; and as seedsmen are pretty good advertisers, they must be on hand early to secure their share of the trade against competition. I remember, something like sixteen years ago, when I was editing a fair-sized paper, and conducting for my amusement a two-acre garden, that I received from half a dozen States over thirty seed catalogues early in midwinter. These were hardly a tithe of those published, and it was pleasant to get them in January for two reasons. It was like bringing spring in-

doors before it arrived out-of-doors; and it enabled you to select from each one or more of the novelties leisurely—for each usually had a list of novelties that was peculiar to itself.



From the late James Vick, among others, as many editors will remember, the editor was apt to get a goodly package of seeds free; and, when I think of many other seedsmen with whom I've had business dealings, I feel as if I were writing of a class of business men who, in addition to the beautiful printing and art work in their catalogues, do stand in very close relation to printers and the editorial tripod.



I must mention, as a last word on this subject—which has presented itself to me by the reminiscences raised in reading Mr. Carter's letter—that even in the British Dominions of America there must be acres of soil given up to flowers, plants and vegetables the winter through. And there are the conservatories, and boxes, and pots for plants and vegetables. To the owners of these all seedsmen appeal, without respect to season or climate. For in some severe climates the hot house industry flourishes famously, and in cellars, away from storm and weather, the toothsome mushroom, in spite of the outside cold, can make even in January a fair growth.

#### A WORD IN SEASON.

*By Andrew Lang.*

(From the Illustrated London News.)

A word in season, how good it is! I was traveling northwards from Dundee, of which only the situation is "bonnie," while the other conditions do not encourage exhilaration. The train passes up Tay side. On one hand is a sheer cliff shining in the sun, feathered with firs, and comforted with the first signs of spring; on the other hand is the lordly river which the Romans saluted as the Tiber—

And where's the Scot who would the vaunt repay,  
And hail the puny Tiber for the Tay?

as the patriotic poet cries. Beyond the Tay, on a height among trees, were the grey old towers of Elcho Castle, and there we stopped at a little station called Kinfauns, which reminds one of Sir Patrick Charteris and "The Fair

Maid of Perth." The March sun was shining, people were ploughing, the gulls were flocking and floating over the wet river-banks; boats were passing; all was fresh and vernal. At this moment my eyes fell on the word in season: it was printed in blue letters on a white ground of enamel:

CHEER UP!  
TRY (SOMETHING) SOAP.

I do not mention the exact name of the soap, though it was pleasing and appropriate, because a censorious world, and even the editor of this periodical, might suspect an arrangement between the enthusiastic writer and the enterprising manufacturer. No, of the soap and its qualities as a detergent I know nothing, but it was the advice so energetically given in the advertisement that appealed to me. My heart beat in union with the advertiser, and, like the Ancient Mariner, I thought of that soap-boiler, "and blessed him unawares."

Why have I not the pen of Mr. William Wordsworth or of Mr. William Watson? Then I could treat this simple yet grand and ennobling topic in appropriate lyric verse. It is just the kind of thing that Wordsworth would have enjoyed doing with a diamond on the window-pane of the railway carriage.

Lines written on the window-pane of a railway carriage after reading an advertisement of Something Soap:

I passed upon the wings of Steam  
Along the valley fair;  
The book I read had such a theme  
As bids the soul despair.

A tale of miserable men,  
Of hearts with doubt distraught,  
Wherein a melancholy pen  
With helpless problems fought.

Where many a life was brought to dust  
And many a heart laid low,  
And many a love was smirched with lust—  
I raised mine eyes, and, oh!

I marked, upon a common wall,  
These simple words of hope,  
That meek appeal to one and all,  
CHEER UP! USE SOMETHING SOAP!

"Behold," I cried, "the wiser touch  
That lifts the soul through cares!"  
I loved that soap-boiler so much  
"I blessed him unawares."

Perchance he is some vulgar man,  
Engrossed in £ s. d.  
But, ah! through Nature's holy plan  
He whispered hope to me!



## FATHER OF THE FOOD BILL.

From the columns of our esteemed contemporary, the *National Advertiser*, we glean the following interesting report:

"The annual introduction of the Food Bill at Albany, which has usually been accompanied by a band and a pack of hounds, was decidedly of the 'still hunt' order the present year. This naturally led the opponents of the bill to believe that it was not wholly a 'strike,' and subsequent developments showed this to be true. It may be well to explain, and in order to do so it becomes necessary to quote a little history:

"During the war against substitution, one of the papers that took up the fight was the *Journalist*, of which Mr. Allan Forman is editor. It is a well-known fact that few, if any, of the houses which would be specially benefited by the abolition of substitution, made any acknowledgment in thanks or money of the earnest work which was then done.

"These things may have been somewhat disappointing to the various men and papers who had engaged in the fight, but Mr. Forman seems to have been the only one who allowed it to constantly rankle in his mind, keep him awake nights, and spur him on to what he calls revenge. The framing and introduction of the bill was his revenge. He gave the *National Advertiser* the following interesting interview:

"What do you know about this Food Bill at Albany, Mr. Forman?"

"I know all about it; I am its father. I have lain awake nights trying to think how I might get even with these medicine houses and others that I fought for last summer, and at last I struck the idea. Tammany had been under obligations to me for a number of years, and I have never asked for a favor. I went to them and told them what I wanted. They were willing to grant it, saying they would like to do me a favor, and that it would be quite a good thing for Tammany to pose as the advocate of purity. Croker and 'Dry Dollar' Sullivan gave me help, and we quietly railroaded the bill through under the shadow of the Huckleberry Road Bill. Even the newspaper correspondents did not grasp the idea of what it really was, and called it the 'Baking Powder Bill.'"

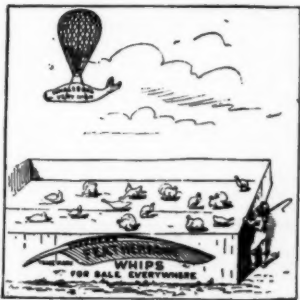
"Do you think it will pass the Senate?"

"Beyond question, and it will cost these frauds a million dollars to get it repealed. Of course I am ready to talk with them at any time, but it will take big money to kill it. I shall not be satisfied with less than \$10,000."

## WORLD'S FAIR ADVERTISEMENTS

SPRINGFIELD, O., April 12.—The plant of the Winters Art Lithograph Company, of Chicago, in this city, caught fire after midnight this morning, and will probably be a total loss. The company's plant is one of the largest in the West, and it has published all the lithographic World's Fair advertisements. It is understood that a large stock of lithographs of the various halls and other buildings of the World's Fair was in the establishment, as well as a stock of the official lithographing of the World's Fair. The bulk of the lithographs had been shipped to Chicago, so that the advertising of the Fair will not suffer much. —*New York Evening Post*.

## MODERN HIEROGLYPHICS.



"Featherbone" is being urged as a substitute for whalebone, which has of late advanced considerably in price. The above pictorial advertisement was devised to express the idea. The farmer represented outside the fence is supposed, not only to be pleased with the excellence of his featherbone whip, but also to rejoice in the fact that the new material is a product of the farm. Future generations may take as much interest in studying out the hidden meaning in some current advertisements as do our own antiquarians in deciphering those most ancient of advertisements—the hieroglyphics on the pyramids.

## Correspondence.

HE STILL HEARS FROM IT.

4 ONE-CENT STAMPS } Handsome NEW SET OF CARDS.  
A. G. BASSETT, Rochester, N. Y.

ROCHESTER, N. Y., April 15, 1892.

Messrs. G. P. Rowell &amp; Co.:

I enclose a tiny two-line advertisement that perhaps by referring to your books you will see was placed by you at least eight years ago. It paid well at the time, but my object in writing to you is to say that within the past few days I have received two orders saying, "send the new set of cards," just as though it was a new advertisement instead of one which had its day so many years ago.

Advertisers, as you well know, expect an advertisement to bring returns at once, but here is an instance where even a two-line advertisement is read and the article sent for eight years after the advertisement expired, and I should judge I have got a reply to it at least once a month ever since. While what I have written may be nothing new to you, yet it may tell a story to some one who would like to know how long an advertisement will be read.

A. G. BASSETT.

## "THE ODISIOUS ADVERTISER."

WASHINGTON, D. C., April 14, 1892.

Editor of PRINTERS' INK:

In the issue of April 13, you quote a passage from the *Century's* article on "Fishing for Pearls in Australia," in which the writer, at the bottom of the sea in a glory of *aqua marine*, finds a beer bottle with the maker's advertisement on it, and exclaims:

"Is there no place on the earth or under the waters where one can escape the odious advertiser?"

And to this you reply:

"The theory that connects advertising with anything 'odious' is about on a par with the old, and now universally rejected, idea that makes honest labor a disgrace."

Now give it a second thought and see if you are not willing to vote for a reconsideration. The writer doesn't say that advertising is "odious." The editors of the *Century*, in view of the amount of matter they accept every month from advertisers, wouldn't let him say it, even if he wanted to.

But is there not such a thing as the "odious advertiser"?

What of the man who would dab his patent medicine stickers on any work of art he could reach? What of the man who would decorate a tombstone with Brown's Elixir of Life?

What of the man who would decorate every cliff along the beautiful river with a lettered puff for a nerve tonic?

What of the man who would be willing to furnish the American Government with all its flags, if he could write the name of his pills among its stars?

What of the man who would furnish free all the liquor the Congress of the United States could drink, or give away to its campaign friends, if he could get a half-page ad. in the *Congressional Record*?

What of the man who would sell his soul to the devil if he could have his Pure Ice sign plastered up over the door of the infernal regions?

And so on through a long list of "odious advertisers."

In every walk of life, however high or how ever low, there are degrees of human kind and there is no division which does not have its "odious" class. Advertisers are only human, and there is no law by which they are exempt from the natural weaknesses of their genus.

Let us understand that there is an "odious advertiser," and the reputable and legitimate advertisers will always keep themselves above and beyond that standard.

W. J. LAMPTON.

## POLICY MEN SURPRISED.

ELEVEN PLEAD GUILTY, SOME ON INDICTMENTS FOUND TWO YEARS AGO.

Eleven cases against policy dealers were put upon the calendar of the General Sessions yesterday, and they were disposed of in as many minutes by pleas of guilty. Anthony Comstock was the complainant in each case.—*N. Y. Sun*, April 21, 1892.

Let Mr. Wanamaker beware!

THE *Post-Dispatch*, St. Louis, Sunday edition is accorded a B\* circulation in the new edition of the American Newspaper Directory—over 40,000 copies.

## FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

4 Lines \$1. 1 in. \$3.50. 1 col. \$45.50. 1 page \$150.00, 50,000 proven. Woman's Work, Athens, Ga.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

\$2,500 Will buy a prosperous daily and job office in W. Pa. "K." Printers' Ink.

IF YOU WANT one afternoon and two weekly newspapers, and a good location, address "OHIO," care of Printers' Ink.

FOR SALE—A German newspaper plant, doing an excellent business in a good town. Good reasons given for selling. Terms easy. Inquire at this office.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay for 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

OWNER of printing office in full operation, established 50 years, desires to sell on account of health, if presses and large fonts of book type; part cash only. Address P. O. Box 80, Baltimore, Md.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, 41.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

## WANTS.

Advertisements under this head 75 cents a line

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

SPECIAL PARTNER WANTED, with from \$5,000 to \$7,000. Ten per cent guaranteed in a prosperous publishing business (Boston) which can now be enlarged to great advantage. Address "X. Y. Z.," care of Printers' Ink.

**WANTED**—Second-hand press for 6-col. paper. Cheap. State price. Box 306, Winnipeg, Can.

**A HARVARD GRADUATE**, of marked ability as a writer of advertisements, of proved capacity in organizing and executive lines, and thoroughly competent to fill a position of trust and high responsibility, is open to such an engagement. Address "CLARK," care Printers' Ink.

**WANTED**—A gentleman who has been the business manager of several large daily papers, and more recently handled the advertising for a large New York daily, desires position as business or advertising manager of a first-class paper or publication. Also well versed in placing business. Address P. O. Box 1633, N. Y. City.

### SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

**V** \_\_\_\_\_

**VIC** \_\_\_\_\_

**GRIT** \_\_\_\_\_

**VICK'S** \_\_\_\_\_

**VAN BIBBER'S.** \_\_\_\_\_

**VICK'S Magazine.** \_\_\_\_\_

**200,000 Vicks.** \_\_\_\_\_

**VICK'S, \$1.25 per line.** \_\_\_\_\_

**SPOKANE SPOKESMAN.** \_\_\_\_\_

**VICK'S, 3 mos. or 300 lines, \$1.18.** \_\_\_\_\_

**VICK'S, 6 months or 400 lines, \$1.12.** \_\_\_\_\_

**VICK'S, 9 months or 600 lines, \$1.00.** \_\_\_\_\_

**VICK'S, one year or 1,000 lines, \$1.00.** \_\_\_\_\_

**LEVEY'S INKS** are the best. New York.

**WHO IS MISTCHAYACK!** He writes advs.

**POPULAR EDUCATOR**, Boston, for Teachers.

**VICK'S 200,000.** Endorsed by Rowell because it's so.

**JOHN T. MULLINS' MAILING AGENCY**, Faulkland, Del. \$2 per 1,000.

**BUFFALO TIMES** proves over 33,000 circulation. It will pay you.

**SILK PIECES FOR PREMIUMS.** E. M. LEMARIE, Little Ferry, N. J.

**VICK'S MAG.** H. P. Hubbard, Manager. 38 Times Building, New York.

**VICK'S Magazine.** 200,000, takes no doubtful advs. Hence, good company.

**VICK'S 200,000** is Guaranteed. Average for last five months over 225,000.

**AGENTS GUIDE**, New York. The leading agents' paper. Send for copy.

**THE ADVERTISER'S GUIDE**—Mailed free by STANLEY DAY, New Market, N. J.

**BOSTON HOTEL GUIDE** is read by every New England hotel keeper. Very new.

**VICK'S 200,000.** Endorsed by Artemas Ward because he believes in the circulation.

**SHORTHAND TAUGHT BY MAIL** and personally by W. G. CHAFFEE, Oswego, N. Y.

**"PUT IT IN THE POST"** South Bend, Ind. Only morning paper in Northwest Ind.

**VICK'S, 50 cts. per year**, hence popularity. Advertisers guaranteed 200,000 or no pay!

**VICK'S 200,000.** Endorsed by Ensign, Morse, Thompson and others because it's proved.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**DEWEY'S Canada List** (60 papers); adv. rates 30c. line. D. E. DEWEY, Hamilton, Can.

**SHORTHAND** for the MILLION. Sample lessons free. D. KIMBALL, 113 Adams, Chicago.

**VICK'S, 200,000.** Endorsed and used by leading advertisers and agents. It brings RESULTS.

**NEW HAVEN NEWS** HAS LARGEST DELIVERED Circulation in the State of Connecticut

**SUPERIOR Mechanical Engraving.** Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**THE TOURIST.** Have you seen it? **THE NEWS SERIES.** Do you know what it is! Utica, N. Y.

**IT IS BIGGER**—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

**PATENTS FOR INVENTORS.** Fifty-page book free. SAM'L C. FITZGERALD, 106 F St., Washington, D. C.

**\$1.50 FOR 5 LINES** 30 days. Display advs. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 4,500.

**KANSAS** is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan. the leading farm and family newspaper of the State.

**OUR RATES** are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

**THE PEOPLE'S ILLUSTRATED JOURNAL** (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

**VICK'S MAGAZINE** will send a fine picture of "The Headquarters of American Journalism," 22-33, on receipt of 10 cts. for postage and packing. 38 Times Building, N. Y.

**"FRATERNITY MEANS SOMETHING."** I control most of the leading Fraternity Journals in the U. S. Send for list and rates. Geo. S. Krantz (Special Agent), 102 W. 14th St., N. Y. City.

**THE GALAXY OF MUSIC**, Boston, Mass., having received no reply to its offer on page 437 of Printers' Ink, now repeats it, extending the time to April 30th. Send to above address for rate cards.

**THE Seventh Annual Edition Co-operative Chart**, now ready, gives statements of all co-operative insurance associations. Mailed for 25 cents. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

**THE GREAT MEDIUM** for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**CATALOGUES**, Portraits, Labels, &c., from photographs, drawings, or prints, reproduced in half tone or line plates. Finest work and prompt deliveries. Moderate prices. Samples and estimates furnished. PROCESS ETCHING & ENGRAVING CO., 61 Beekman St., New York.

**YOU OUGHT TO KNOW, YOU KNOW.** If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

**DENVER, Colorado**—Geo. F. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE :

No. 10 Spruce Street, New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, APRIL 27, 1892.

THERE is probably no more conspicuous figure connected with American journalism at the present time than Mr. Whitelaw Reid, the editor of the *New York Tribune* and ex-Minister to France. Mr. Reid's recent resignation of his post abroad and return to this country to take an active interest in his great newspaper property has been marked by a series of public banquets and receptions at which the most eminent men in different branches of commerce have met to do him honor.

Whitelaw Reid is a man who has had his own way to make. It was truly said by the President of the New York Chamber of Commerce, at a dinner tendered him by that body, that it "has been in the line of the profession of Mr. Reid to give and receive public criticism, and, at times, to exchange severe blows." However, whatever may have been urged against him at an earlier period in his career, he has risen above adverse criticisms until at the present time he stands in the public view as a man who has not only achieved all of those things considered desirable in life, but appears to have deserved them.

The same speaker attributed a measure of Mr. Reid's success to his early training under that great master of journalism, Horace Greeley. It is true that great minds leave their impress upon those with whom they are brought in close contact, but it requires also a high order of genius to make the most of the opportunities that good fortune presents.

The editor of the *New York Tribune* differs from many other eminent men

in the newspaper business, in that he is not only a newspaper manager, but a newspaper writer, and, as such, he is a most encouraging example to the young man entering the profession. It is sometimes said that brains can be bought, but that the genius for managing brains is a much rarer and more valuable gift. In Mr. Whitelaw Reid both of these faculties appear to be combined.

PRINTERS' INK has the assurance of the law officer of the Post-Office Department, at Washington, that the exclusion of PRINTERS' INK from the mails as second-class matter was "not a law question but simply one of policy." The letter in full is printed elsewhere. PRINTERS' INK wonders if Mr. Wanamaker knows that "policy" is almost as bad as lottery.

ONE Davis, an alleged legal authority of the Third Assistant Postmaster-General's department, is reported to have said: "We are not here to aid private enterprise at the expense of the public." PRINTERS' INK would like to know if this man thinks that he is there at the expense of the public for the purpose of obstructing private enterprise. Davis seems to be occupying Hazen's place just now. Well, any change is likely to be an improvement.

## A GIGANTIC NEWSPAPER TRUST.

The *American Advertiser*, the *Apparel Gazette*, and one or two other periodical circulars having formed themselves into what they call the "Chicago Publishers' Association," and having succeeded in getting Mr. Wanamaker to publish a manifesto in the United States Postal Guide, in which they beg him to kill PRINTERS' INK on account of what they do not know about it, has so greatly encouraged other publications of a similar class that it is said (possibly in joke) that a "A GREAT NATIONAL PUBLISHERS' ASSOCIATION" is being formed, of which the president will be the publisher of *Fame*, the Sapolio organ; a feather-duster weekly, issued from Cincinnati, is to furnish the secretary, and the treasurer is connected with a paper called *Book News*, issued from Philadelphia—he supplies the funds. It is supposed that this association will get up a really earnest protest against PRINTERS' INK, and fur-

nish it to the Postmaster-General for publication in the next issue of the Postal Guide.

#### THE CENSORSHIP IN PEEKSKILL.

*From the American Art Printer.*

Under a mistake the whole edition of the Peekskill (N. Y.) *Critic* was held in the post-office at Peekskill on March 17, by Postmaster John Smith, Jr. The paper contained items which, in the opinion of the postmaster, prohibited its distribution under the postal law. Editor Gardner, of the *Critic*, says he will institute a suit for \$5,000 damages against the postmaster. The edition was released.

THE Post-Office Department not being able to give any reason which will hold water why PRINTERS' INK was originally excluded from the mails, it naturally becomes very difficult to find a pretext for re-admitting it.

The Department has blundered many times before, and numerous good men have suffered, while the Department clerks have chuckled and gone scot free; but in the case of PRINTERS' INK the attention of the country has been directed to the blunder, as well as to the tyrannical persistence, on the part of the Department, in ignoring it.

The publishers of PRINTERS' INK expect that this blunder on the part of the Post-Office Department will cost them about \$25,000, but it may be the means of doing a service to the public that will be worth twice that sum; and, furthermore, being citizens of the United States, it is some consolation to them to know that they will receive their proportion of the benefit accruing to the public through the workings of Mr. Wanamaker's little swindle.

Although good Republicans and in the habit of contributing something towards the election of a Republican administration, the publishers of PRINTERS' INK realize that they will also be able to practice some small economy this year by refraining from such subscription, for they really could not justify themselves in incurring any expense with a view of continuing good Mr. Wanamaker in office.

In this connection PRINTERS' INK reproduces an expression of opinion from a late issue of a conservative literary journal—for many years conducted by the poet William Cullen Bryant:

The recent announcement of Mr. Wanamaker that he will retire from public life at the end of President Harrison's term and return to the management of his private business, confirms the report that the President is more or less weary of him. Taken by and large, Wanamaker has been the heaviest of

the many burdens that the Harrison Administration has placed upon the country. There was from the first a peculiar atmosphere of hypocrisy, humbug, and incapacity about Wanamaker which caused unpleasant sensations even in the stomachs of members of his own party. What is known all over the land as Wanamakerism was never an agreeable subject of contemplation, and it is less so to-day than it was when he was taken from his bargain-counter and the Bethany Sunday-school by President Harrison, and was thus enabled to add politics to his professional mixture of piety and business. He not only entered the Cabinet as the most religious Republican business man in the world, but he entered it as the first man who was known to have bought his portfolio for cash. There was an incongruity about these two qualifications for the place which has not been dispelled by his conduct in office. He has been a failure as Postmaster-General.—*New York Evening Post*, April 16.

#### POST-OFFICE DESPOTISM.

*"I know of nothing as outrageous and arbitrary under a republican form of government as the conduct of the Post-Office of this country."*—AN OLD OHIO PUBLISHER.

PRINTERS' INK, one of the brightest, cleanest, most intellectual and useful journals in the land, published in New York by Geo. P. Rowell & Co., is waging a war with the Post-Office authorities at Washington, who have declared it not justly entitled to second-class rates of postage, as allowed other newspapers.

On what substantial grounds we cannot conceive.

As the difference between the second and third class rates on such a widely circulated paper as PRINTERS' INK is about \$500 a week, the strained ruling of the Department naturally embarrasses the energetic publishers, and they make an appeal to the press of the country for an expression of opinion and for justice.

PRINTERS' INK is of great use and benefit to newspaper men, merchants, bankers and manufacturers, and should be encouraged rather than discouraged. It serves a great purpose in teaching these people the science of advertising, so that they may be forewarned and forearmed against the frauds which go up and down the land seeking whom they may devour.

PRINTERS' INK is an educator, and few papers can do the good it is accomplishing. In fact, its usefulness cannot be disputed even by so powerful an agent as the Post-Office Department, which sets up a claim that many of those who receive PRINTERS' INK are not subscribers because they do not pay in money for it, and that some thousands of copies are mailed in exchange for other publications.

The Department's first objection is a slim pretext, which if carried out would affect every paper in the land, and for that reason is irrelevant and immaterial and unjust, because special in its bearing on only this one publication.

The second objection is the height of absurdity and silliness, and one which, if carried out, would make all newspapers ineligible to the mails at second-class rates of postage.

Such a ruling is despotic because its intent is not to allow publishers the freedom to use their own judgment in the selection of exchanges. The objection violates the spirit of republican institutions, and for this simple reason should not and cannot stand.

It occurs to us, in closing, that the shrewd publishers of PRINTERS' INK, who, by the way, are very large and successful advertisers, have influenced the Department to make such a

flimsy ruling in order that they may profit by the torrent of free advertising which they are receiving in every nook and corner of the land in which newspapers are published and circulated.—*East Oregonian, Pendleton, Ore., April 13, 1892.*

The editor of the *Oregonian* is wrong in the surmise expressed in the last paragraph. The publishers of PRINTERS' INK exceedingly regret the necessity of appealing to the press of the country for protection from outrage and oppression, but at the same time they cannot fail to feel gratified to note the widespread expressions of confidence and sympathy that have appeared in so many hundreds of the most influential newspapers of the United States. It is to be hoped that there will come a time when post-office officials will learn that their functions are to aid rather than impede legitimate business enterprise.

The publishers of PRINTERS' INK have sustained an honorable record as business men for twenty-seven years; and, with that record to back them, they now assert that they have not violated any postal law or regulation, and have not been able to obtain from the Department any statement of or reference to any law or regulation that they are supposed to have violated.

#### NOT LAW BUT POLICY.

OFFICE OF THE  
ASSISTANT ATTORNEY-GENERAL  
FOR THE POST-OFFICE DEPARTMENT,  
WASHINGTON, D. C., April 11, 1892.  
*Philip Carpenter, Esq., Attorney at Law,  
38 Park Row, New York.*

SIR—The Postmaster-General hands me your letter of the 9th instant answering a communication from him to you bearing date of the 8th inst., in which you refer to something that was said at your hearing in my office as to the propriety of taking Mr. Rowell's bond for the payment of postage on PRINTERS' INK.

If any reference was made to allowing Mr. Rowell to give a bond conditioned for the payment of postage, it did not attract my attention. Mr. Haynes tells me that he talked with you and Mr. Rowell on that subject, and suggested that the plan *might be practicable*.

All I said about the matter was that in a case of this kind, where a periodical had been in the mails as a second-class publication for three or four years, that, pending the consideration of excluding it, a demand for postage at the transient rates might be withheld until the final settlement of the question. That, however, is a matter to be determined by the Postmaster-General or the Third Assistant Postmaster-General; *it is not a law question, but simply one of policy.*

I do not know of any instance in which this Department has taken bonds of a publisher for the subsequent payment of postage at any rate, nor do I think that any mail matter of this class could be lawfully admitted to the mails without pre-payment of postage.

Very respectfully, JAS. N. TYNER,  
Assistant Attorney-General.

#### WHAT ARE THEY THERE FOR?

Editorial Department PRINTERS' INK,  
NEW YORK, April 13, 1892.

A. D. Hazen, Esq.,  
Third Ass't P. M. General,  
Washington, D. C.

DEAR SIR—We have in mind issuing a so-called "Hotel Edition" of PRINTERS' INK. The idea is to prepare an issue of the paper with special reference to the needs of hotel proprietors who begin advertising—or contemplate doing so—at this season of the year. Articles on how, when and where to advertise summer resorts would be prepared by competent persons, and we should expect to send sample copies of that issue to all names appearing in the Hotel Red Book with a view of securing additional subscribers. We should, of course, want to announce such a special edition in advance and solicit advertising for it.

The writer is informed that a similar course in connection with our Special Druggists' Edition had something to do with our present Post-Office difficulty, and therefore writes to you for information before taking any steps in the matter.

Would issuing such a Hotel Edition as is contemplated prejudice our case now under consideration?

An early reply will oblige

Yours very respectfully,  
EDITOR OF PRINTERS' INK.

POST-OFFICE DEPARTMENT,  
Office of the Third Assistant Postmaster-General,  
WASHINGTON, D. C., April 15, 1892.  
*Editor of PRINTERS' INK,  
New York, N. Y.*

SIR—Your favor of the 13th inst., asking advice of the Department concerning a proposed "Hotel Edition" of PRINTERS' INK, is at hand.

In reply, permit me to invite your attention to a letter, dated February 13, 1892, addressed by the Postmaster-General to Mr. G. Presbury Rowell, of Lancaster, N. H., in which he stated that "It is the rule of the Department \* \* \* to decline giving specific answers to merely hypothetical questions." It will thus be seen that this office would not be warranted in passing upon the propositions submitted.

Very respectfully,  
(Signed) A. D. HAZEN,  
Third Assistant Postmaster-General.

The above correspondence will prove interesting reading for the patriotic citizen who believes that the various branches of our Government are maintained for the facilitating and not for the hampering of business. There is nothing hypothetical about the question asked. It deals with an actual condition and is a matter of dollars and cents. The publishers of PRINTERS' INK have been in the custom of issuing a hotel edition once a year, but in view of rumored rulings of the Department they now ask whether this is an infraction of the Post-Office regulations. And they are entitled to a courteous answer. If General Hazen is unwilling or unable to supply reasonable information about his Department to the

public, why should the public continue to pay him the handsome salary that he now receives?

**STILL MORE POST-OFFICE RED TAPE.**

**Inquiry Number One.**

NEW YORK, April 15, 1892.

Hon. John Wanamaker, Postmaster-General, Washington, D. C.

DEAR SIR—We beg to call your attention to a Chicago publication called the *American Advertiser*, published by John K. Allen, vice-president of the "Chicago Publishers' Association," whose resolutions in regard to PRINTERS' INK you printed in the March issue of the U. S. Postal Guide.

In order to secure subscribers, the publisher of the *American Advertiser* makes this offer:

"I give a \$10 subscription, which includes the paper one year, and 24 electrotypes, sent prepaid all at once, or two each month during the year, from entirely new designs."

The offer is also made to send the paper for \$2 a year with a premium of two advertising cuts.

The publishers of PRINTERS' INK have in times past offered to give a paid-up subscription to PRINTERS' INK for one year as a discount upon the price of an order for advertising amounting to so much as \$10.

Is there anything objectionable to postal laws, rules or regulations in either of these methods?

If we continue to offer subscriptions to PRINTERS' INK on the terms stated, will it prejudice our case now under consideration by your Department?

A reply will oblige

Your obedient servants,

GEO. P. ROWELL & Co.

**Inquiry Number Two.**

NEW YORK, April 16, 1892.

Hon. John Wanamaker, Postmaster-General, Washington, D. C.

DEAR SIR—We are publishers of the American Newspaper Directory, an annual, and PRINTERS' INK, a weekly. The Newspaper Directory is sold for \$5, and the subscription price of the book includes a paid subscription for one year for PRINTERS' INK. The offer as published by us now and for some years past is printed on page 12 of the enclosed circular.

It reads as follows:

*The subscription price is five dollars; which includes, in addition to the book, a paid subscription for one year for PRINTERS' INK, which is published weekly, and contains, in almost every issue, information needed to bring the Directory reports down to date.*

If there is anything irregular or illegal about this offer, or anything calculated to prejudice the case of PRINTERS' INK, now under consideration before your Department, we desire to be informed, so that the offer may be withdrawn from this time forth.

Please instruct us on this subject, and oblige,

Your obedient servants,

GEO. P. ROWELL & Co.

**The Typical Post-Office Department Answer.**

POST-OFFICE DEPARTMENT,  
Office of the 3d Ass't Postmaster-Gen.,  
WASHINGTON, D. C., April 19, 1892. }  
Messrs. Geo. P. Rowell & Co.

GENTLEMEN—Your two letters, both dated April 15, 1892, addressed to the Postmaster-General, relative to the giving of one year's

issues of PRINTERS' INK to purchasers of the American Newspaper Directory, and to persons ordering advertising to the extent of ten dollars (\$10), have been referred to this office, and will be given consideration.

Very respectfully,

MADISON DAVIS,

Acting Third Assistant Postmaster-General.

What has become of Hazen?—[Ed. PRINTERS' INK.]

**NOSTRAND'S FASHION LIST.** 11 Leaders. Ask rate. F. W. NOSTRAND, Tribune Bldg., N. Y.

**TIN Advertising Signs.** 5x14, \$30 per m. Yard Sticks, Rulers, &c. Walton, 31 S 6th, Phila.

**NOVELTIES** for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

**AGENTS' NAMES.** New Ones. 1000 for \$5c. Western Mail Agency, St. Louis, Mo.

We Write Ads., unique, attractive, effective. WESTON & SMITH, Washington, D. C.

**GIBB BROS. & MORAN PRINTERS** 45-51 Rose St., N. Y.

**PIANOS,** ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

**PATENTS** W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

**WOOD ENGRAVING PETRI & PELS** 140 N. 5th St., NEW YORK.

**San Francisco Bulletin** Largest evening circulation in California. High character, pure tone, family newspaper.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

**BOOM YOUR TOWN** THE KEYSTONE LIST will help you. Send for it. B. L. CRANB, 10 Spruce St., N. Y.

**IF YOU WANT THE BEST** Send 6 cents in stamps for 12 **Spencerian Pens** 810 B'way, New York.

**KUTS** For Advertisers: lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

**\$1.35** WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

**THE EVENING JOURNAL,** JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

**Do You Want Agents?** I have sent so far to 35,000 Post-offices for the names of agents for my own use. Send for particulars. J. S. MEAD, Vineland, N. J.

**HALF ADV'G** For 30 days I offer my Records payable half adv. and 1/2 cash to any journal in the U. S. or Canada. 3,000 now in use and re-ordered. **HALF CASH** CHALLENGE, 10 SPRUCE ST., NEW YORK.

**San Francisco Call.** Established 1853. Daily, 56,750—Sunday, 61,561. The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

**Men Who Advertise,** and need a new idea, now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Haven, Conn., and sent on receipt of \$1.00. Postpaid. 48 Page Descriptive Primer Free for 2-Cent Stamp, if applied for at once.



**BOSTON.** I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 608 Wash'ton St.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

**\$30.00** Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

**ME TOO!**

I get up ideas for live people who advertise.

F. MYERS, Artist, 81 Times Bldg., New York.

**To Those Who Don't Know:**

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

ESTABLISHED 1852.

**L. P. FISHER,**

Newspaper Advertising Agent,  
21 Merchants' Ex., San Francisco

Dodd's Advertising Agency, Boston, or  
265 Washington Street, N.Y. City.  
**Send for Estimate.**  
RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.



I SWEAR BY BRUCE! He's right. It's a question of arithmetic. Does it pay? That's the central idea. I want a money maker in advertising. Gentlemen! I never struck a better thing in my life than advertising in the **AMERICAN SCHOOL BOARD JOURNAL**. New York. Chicago. Published by BRUCE.

**See It Grow.**

April 15th, the subscription list of **SUCCESS WITH FLOWERS** was 41,068; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for May will be 60,000 copies. Published by

**THE DINGEE & CONARD CO.,**  
WEST GROVE, PA.

**WHAT** is a "full-time" street car?

One that runs all day and travels not less than 70 miles.

See that YOU buy advertising ONLY in "full-time" cars.

**CARLETON & KISSAM** sell that kind EXCLUSIVELY and control over 5,000.

New York, Boston, Chicago, Minneapolis, &c., &c.

**R**ATES **R**OWELL'S  
IGID, yet by **R**ATING  
EASONABLE

in the New Volume of

**American Newspaper Directory**

Applies to All Advertising in



**Free on Application.**

We should be pleased to mail to any address a copy of our

**HANDBOOK**

OF

**Newspaper Advertising,**

1892,

just issued, containing conveniently arranged lists of the leading newspapers and magazines, Agricultural, Religious, Daily, Sunday and Weekly and Class publications. We are confident this book will be appreciated by advertisers.



**J. L. STACK & CO.,**

Pioneer Press Building,  
St. Paul, Minn.



**Advertising Clocks.**

LARGE SIZE.  
Handsome appearance.

Warranted.

Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

**Baird Clock Co.**  
Plattsburgh, N. Y.

**35,000 LADIES**

WHO

**DO FANCY WORK**

Refer to **THE MODERN PRISCILLA** daily for instruction in Fancy Work and Painting, suggestions for House Decoration, new patterns for Knitting and Crochet, etc.

Advertisers of first-class goods that ladies buy should give **THE PRISCILLA** a trial order.

Circulation proven by postal receipts, etc. Advertising Rate, 25 cents per Agate line. Forms close the 20th of month preceding issue.

**Address, PRISCILLA PUB. CO.,**  
**LYNN, MASS.**





**PUBLISHERS  
DESIRING  
BICYCLES**

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free. ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.



**How to Make  
RUBBER STAMPS.**

Use Latest Improved Process and a New York Vulcanizer. Circulars free. BARTON MFG. CO., 338 Broadway, New York.

**SILVER CARDS, SOMETHING NEW.** \$10.00 per 1,000. C. W. FINDLEY & CO., 216 N. 3rd St., Phil'a.

**HOME-MAKER** MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

# The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 30th St., New York.

# THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.



The ONE paper of Wisconsin, Minnesota and the Dakotas. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee.

Why Is It?--That

# FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced advertisers continued in it since it was founded and frequently use a whole page at a time!

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods. No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

# Thro' the Warp

of studied facts,  
We weave the shuttle with the woof of words.

Advertisements, to be effective,  
must present facts attractively.

ROBINSON-BAKER  
ADVERTISING BUREAU,  
107, Pulitzer Building, N. Y.

# AD=WEAVERS.

A stamp will fetch you "Our Idea Of It."

You can have a business introduction to a million dime-novel readers; or to a thousand readers of Dickens and Howells. To which would you expect to sell most of your goods?

The dime-novel class of Farm Papers will give you a sworn-to circulation of 250,000 copies; but wouldn't you prefer 50,000 readers of the paid-in-advance-\$2-a-year Rural New Yorker?

The former may be a year old, and like a bumble-bee—biggest when first hatched! The Rural New Yorker is 40 years old, and acknowledged everywhere as the king of farm papers.

It's village loafers vs. well-to-do farmers. Which will you choose?

THE RURAL PUBLISHING CO.,  
Times Building, New York.

### The Memphis Commercial

has the largest circulation of any morning newspaper in Tennessee.

See Rowell's American Newspaper Directory, page 695.

Daily average, - 7,562

Weekly " - 14,000

The best and cheapest advertising medium in the South.

Estimates furnished on application.

The Commercial Publishing Co.,  
MEMPHIS, TENN.,

—OR—

J. E. VAN DOREN,  
TRIBUNE BUILDING,  
NEW YORK CITY.

## *Aladdin's Lamp*

WHEN, in the pleasing Oriental story, Aladdin rubbed the lamp the genius who was its slave appeared to do his bidding and to bring to its master wealth and prosperity. In the business world, every day this gorgeous Eastern picture is reduced to "things visible." Aladdin, the merchant, rubs the lamp of advertising, and straightway the genius of trade brings wealth to him.

Do you rub this lamp? If not, you should; and now is the time. Our Peerless List is equally good—summer or winter. One million copies sent out every month regularly. Our rates are low, and we would like your contract. Advertising in our papers will pay you, as it pays others. We shall be pleased to correspond with you, and to send you circulars and specimen copies.

VICKERY AND HILL,  
AUGUSTA, MAINE.

GUARANTEED CIRCULATION :

*A Million a Month!*

## Do You Want To Try an Experiment

that will be a profitable one? We will give you an opportunity to place an advertisement in from 75 to 1,300 of the best class of local home newspapers at very moderate rates.

These mediums go to the homes of the most reputable, responsible and liberal classes of our country population—people who buy and pay for what they get, and who can afford to gratify their reasonable desires.

For circulars and price lists apply to

### The Chicago Newspaper Union.

MAIN OFFICE:

87 to 93 South Jefferson St., Chicago.

EASTERN OFFICE:

10 Spruce St., New York.

### Advertising Does Pay

when judiciously placed. Only the very best mediums will bring to the advertiser

### Satisfactory Results

As aids in reaching the homes in their section the

### Dayton, O., Morning Times

- AND -

### Evening News

have proven themselves

**Absolutely  
Indispensable.  
14,000 Daily.**

Advertisers will find our little text-book of value in determining the best papers in Dayton. Get it of the home office or

H. D. LaCOSTE,  
88 Park Row,  
New York.

Shall over **260,000** families be taught that you have something to sell which they should buy? It will pay you and them to come together. You can hardly reach them at all through any other advertising mediums. Certainly not through any other way so well, with so much indorsement or at so small a cost.

**Put  
Them  
On  
Your  
List**

We make the way  
easy and cheap.



#### Sunday School Times.

PHILADELPHIA.

Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Recorder.  
Lutheran.

BALTIMORE.

Baltimore Baptist.  
Presbyterian Observer.

Over 260,000 Copies  
Religious Press  
Association  
Phila

## For Profit

Use the June No. of



Paid Circulation over 300,000 copies. Reaches prosperous homes and good buyers. Gross rate, \$1.50 per line, with liberal discounts. Forms close May 10th. Address the publishers,

S. H. MOORE & CO.,  
27 Park Place, New York.

SEPTEMBER, 1892, ISSUE will be  
**Over 600,000 copies guaranteed!**

As many as 1,000,000 copies may be issued. Proof  
 of circulation furnished.

# The Mayflower.

Rate for this issue, **\$3.00** per agate line.  
 Do you wish to talk with me?

**E. C. VICK,** Advertising Manager, **Floral Park, N. Y.**

## GOOD PRINTING

The publishers of PRINTERS' INK have a printing office that is fully equipped with advertisement type and specially adapted to the needs of advertisers. Intelligent display is half the battle in advertising.

## ORDERS SOLICITED

for all kinds of printing from a one-page circular to a large magazine. Those who have been unable to get the sort of service they want in the ordinary printing office are invited to try us. **What others can't do we will attempt**—and at a moderate price.

### PRINTERS' INK PRESS,

WM. JOHNSTON, MANAGER,

8 Spruce Street, " " " New York.

(Inquire on top floor.)

# 403,548 <sup>Weekly</sup> For 13 Weeks

FIGURES DON'T LIE.

Quarterly Statement for 3 Months ending March 31, 1892.

## W.D. BOYCE'S LIST OF BIG WEEKLIES.

THE SATURDAY BLADE	JANUARY, 1892.	{ Total Circulation for January (5 weeks) . . . 1,162,000 Average Copies per week . . . 232,500 Post-Office Receipts for the Month (5 weeks) \$1,243.31
	FEBRUARY, 1892.	{ Total Circulation for February (4 weeks) . . . 988,000 Average Copies per week . . . 242,000 Post-Office Receipts for the month (4 weeks) \$1,147.32
	MARCH, 1892.	{ Total Circulation for March (4 weeks) . . . 1,032,000 Average Copies per week . . . 259,000 Post-Office Receipts for the month (4 weeks) \$1,196.25
THE CHICAGO LEDGER	JANUARY, 1892.	{ Total Circulation for January (4 weeks) . . . 428,000 Average Copies per week . . . 107,000 Post-Office Receipts for the month (4 weeks) \$440.94
	FEBRUARY, 1892.	{ Total Circulation for February (4 weeks) . . . 446,000 Average Copies per week . . . 111,500 Post-Office Receipts for the month (4 weeks) \$521.02
	MARCH, 1892.	{ Total Circulation for March (5 weeks) . . . 575,000 Average Copies per week . . . 115,000 Post-Office Receipts for the month (5 weeks) \$641.82
THE CHICAGO WORLD	JANUARY, 1892.	{ Total Circulation for January (5 weeks) . . . 202,500 Average Copies per week . . . 40,625 Post-Office Receipts for the month (5 weeks) \$228.77
	FEBRUARY, 1892.	{ Total Circulation for February (4 weeks) . . . 192,800 Average Copies per week . . . 48,200 Post-Office Receipts for the month (4 weeks) \$210.17
	MARCH, 1892.	{ Total Circulation for March (4 weeks) . . . 220,000 Average Copies per week . . . 55,000 Post-Office Receipts for the month (4 weeks) \$241.28

Total Average  
For 13 Weeks,



# 403,548

We contracted to prove an average of 160,000 copies weekly on **THE SATURDAY BLADE** for 1891. The actual average was **209,000** copies weekly.

On **THE CHICAGO LEDGER** we contracted to prove a weekly average of 80,000 copies for 1891. The actual average was **103,000** copies weekly.

We contract to prove on the **BLADE, LEDGER** and **WORLD** a weekly average of **400,000** copies for 1892. If we repeat anything like our past record, we will be able to prove over 500,000 copies weekly instead of 400,000.

Advertising Rates: **BLADE**, \$1.00 per line. **LEDGER**, 50 cents. **WORLD**, 30 cents. 3 papers, \$1.50. Any advertisement discontinued at any time at pro rata rate. Apply for space to Agencies, or

W. D. BOYCE, Chicago, Ills.

## Chapter Four.

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(See last week.)

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# THE CHICAGO Daily Globe.

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## Conclusive Figures.

Chicago has a population to-day of One Million Three Hundred Thousand. A suburban population of Two Hundred Thousand more.

One-half of this population is Democratic. During an election year a Democrat demands and will have a Democratic newspaper. He will be compelled to buy

## The Chicago Daily Globe.

It is the only Democratic newspaper in Cook County. The other so-called Democratic newspapers are simply independent in politics, with LEANINGS.

That THE GLOBE is appreciated by Democrats of Chicago is certain, because it prints and sells **40,000 Copies daily** and **56,000 Copies Sunday**.

An advertiser cares nothing as to the politics of his patrons. Democratic money is just as good as Republican money.

(Continued next week.)

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**FRANK S. GRAY,**  
GENERAL EASTERN AGENT,  
12 TRIBUNE BUILDING,  
New York.

# Wanted

## Advertisements for PRINTERS' INK.

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It begins to be rather apparent that PRINTERS' INK will have to pay third-class postage during the remainder of Mr. Wanamaker's administration as Postmaster-General.

The publishers of PRINTERS' INK have promised its advertising patrons that its circulation for no issue in 1892 shall be less than 50,000 copies, and that promise they will redeem.

The average edition of PRINTERS' INK for fifteen issues in 1892, already printed, has been 54,840.

PRINTERS' INK has on its mailing list to-day, April 19th, the names of 44,155 subscribers, of which nearly 90 per cent has been obtained in accordance with methods that have been approved by the Post-Office Department, and the other 10 per cent is made up of subscribers obtained by a method which does not violate any postal law; that is, they were added to the list at the request of advertisers who accepted subscriptions in lieu of a rebate in price on a yearly order.

The postage at third-class rates on PRINTERS' INK for the fourteen weeks last past has amounted to \$6,595, being a weekly average of \$471.07.

At second-class rates the postage for the same issues would amount to only \$577.53, or an average of \$41.25 a week, showing that the net robbery perpetrated upon the proprietors of PRINTERS' INK by the Post-Office Department for the fourteen weeks has been \$6,017.47, and for the year (52 weeks) will amount to \$22,350.64.

Now, inasmuch as it is possible to add to the size of PRINTERS' INK without increasing the cost of postage at third-class rates, that is, inasmuch as it may weigh two full ounces and still be sent for a cent, while at present it weighs considerably less, it would seem to be advisable to increase the size of the paper to about 40 pages, with a view of recouping its publishers somewhat for the swindle perpetrated by good Mr. Wanamaker.

Being determined to sustain the character and quality of the paper, as well as to fulfill our contract with every subscriber, we are, under the circumstances above detailed, anxious to make PRINTERS' INK a forty-page paper instead of thirty-two pages or twenty-four pages, as heretofore, and with this view we now specially solicit advertising patronage.

For the purpose of offering some consideration for an order sent at this time, we agree to immediately send an exchange advertisement, to be inserted in full payment for any order accepted by us amounting to \$150 or more—the exchange advertising to be done at cash rates without any demand on our part for an agent's commission. Address

Publishers of PRINTERS' INK,

10 Spruce St.,

NEW YORK.

# The Force of Intellect.

From Endicott to Hancock, to Garrison, Sumner and Phillips, the sturdy Puritan has asserted himself. The hustling, breezy West has received its best impulses from the New England Argonaut. Kansas is the child of Boston; the Puritan forestalled the cavalier in building up Chicago; and John Jacob Astor, in penetrating the wilderness to "where rolls the Oregon," nearly a century ago, found the adventurous Yankee there before him. The names of the most prosperous towns in the Willamette Valley remind one of Massachusetts Bay; while Starr King and his earnest fellow-spirits left the impress of their positive characters so indelibly upon San Francisco that a thousand years hence it will continue to assert itself.

Boston is ever aggressive. The seat of learning and the center of wealth, it is the hub of the wheel of industrial enterprise from Arcadia to New Amsterdam. Here education is compulsory, and the ballot is given to him only who can read and write good English; here brainy youth comes to the front and argues with the Emersonian dominie; here all wealth is industrial and every man is an artisan—even the Boston Jay Goulds and Vanderbilts have *made* something for their money. Three American cities only exceed Boston in size—counting New York and Brooklyn one. There are half a million of intelligent people in this beautiful and enterprising city, and over five millions tributary thereto. They live well and love their homes and point with pride to Faneuil Hall and the historic monument on Bunker Hill.

## For One Hundred and Twenty Years

**The Boston Post** has greeted these autocrats at the breakfast table. It has a

**Known Circulation of 40,000 Daily  
and 20,000 Weekly.**

To leave out **The Boston Post** is to leave out New England. It is a bright, newsy, clean paper, and the advertising rates are considerably less per thousand circulation than most other first-class newspapers.

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**A. FRANK RICHARDSON,**

**CHICAGO.**

[Proprietor of Known Circulations]

**NEW YORK.**